

**B.B.A. SEM – III (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: ORGANIZATIONAL BEHAVIOUR**

Day : **Friday**  
Date : **10/11/2017**

Time : **02.00 PM TO 05.00 PM**  
Max. Marks: 100

**W-2017-1524**

**N.B.**

- 1) Attempt **ANY FOUR** Questions from section – I and **ANY TWO** Questions from section - II
- 2) Answers to the two sections should be written in **SEPARATE** answer books.
- 3) Figures to the **RIGHT** indicate full marks.

**SECTION – I**

- Q.1** Explain any one model of organizational behaviour studies. (15)
- Q.2** What do you mean by organizational commitment? Explain major job attitude. (15)
- Q.3** Explain Blake and Mouton's managerial grid theory in detail. (15)
- Q.4** Explain Vroom's Expectancy theory of motivation. (15)
- Q.5** What is the big five model of personality? (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Conflict management
  - b) Management of stress by employees
  - c) Job Dimension

**SECTION-II**

- Q.7** As a manager you have to conduct a lecture on role of goal setting for newly joined junior employees of your organization. What aspects will you consider for the lecture and why? (20)
- Q.8** Explain to the employees of the production department of your organization which is into manufacture of auto components, on the importance of group cohesiveness and group decision making. (20)
- Q.9** In today's organisations which have people from diverse background and culture, 'training on cross cultural issues is pertinent'. Discuss with emphasis on need and importance of such cross cultural training for employees. (20)

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**B.B.A. SEM – III (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: PRINCIPLES OF MARKETING**

**Day: Monday**  
**Date: 13/11/2017**

**W-2017-1525**

**Time: 02.00 PM TO 05.00 PM**  
**Max. Marks: 100**

**N.B:**

- 1) Solve **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer book.

**SECTION-I**

- Q.1** Explain, giving examples the basic concepts of marketing and sales. **(15)**
- Q.2** Distinguish between consumer goods and Industrial goods. Give examples. **(15)**
- Q.3** What is SWOT Analysis? How it is useful to an entrepreneur to undertake a business? **(15)**
- Q.4** Write a note on Marketing-mix explaining its components. **(15)**
- Q.5** Write short notes on **ANY TWO** of the following: **(15)**
- a) Product Life Cycle
  - b) Marketing Research Process
  - c) Product Mix strategies of Indian firms Vs MNCs operating in Indian

**SECTION-II**

- Q.6** Prepare a Marketing Plan for newly developed Four wheeler that runs on electric battery. **(20)**
- Q.7** Organization today face many challenges as a result of factors in their external and internal environment. Explain any 3 challenges that were faced by the company of your choice. **(20)**
- Q.8** How do Advertising, sales promotion and Public relation help in expanding business? Discuss giving examples. **(20)**

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**B.B.A. SEM – III (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT : BASICS OF FINANCIAL MANAGEMENT**

Day : **Wednesday**

Time : **02.00 PM TO 05.00 PM**

Date : **15/11/2017**

**W-2017-1526**

Max. Marks : 100

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SEPARATE** answer books.
- 3) Use of non-programmable **CALCULATOR** is allowed.
- 4) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** Explain Profit Maximization vs. Wealth Maximization as Objectives of Financial Management. [15]
- Q.2** Write a note on following sources of long term finance: [15]  
a) Equity Shares  
b) Debentures
- Q.3** Which factors are considered to frame optimum Capital Structure of a company? [15]
- Q.4** Write a note on 'Dividend Policy' of a company. [15]
- Q.5** Write short notes on **ANY TWO** of the following: [15]  
a) Operating Cycle  
b) Internal Rate of Return  
c) Bonus Shares

**SECTION – II**

- Q.6** Nihar Ltd., whose cost of capital is 10% is considering two mutually exclusive proposals, P and Q, the details of which are as follows: [20]

Particulars	Proposal P (₹)	Proposal Q (₹)
Initial Investments	25,00,000	25,00,000
Projected Cash Inflows		
1 <sup>st</sup> year	2,00,000	10,50,000
2 <sup>nd</sup> year	3,50,000	11,00,000
3 <sup>rd</sup> year	6,50,000	11,00,000
4 <sup>th</sup> year	9,50,000	10,75,000
5 <sup>th</sup> year	13,50,000	9,25,000

You are required to Calculate for proposal P and Q the following and give the decision in which proposal the company should invest.

- a) Pay Back Period
- b) Net present value @ 10% rate of discount
- c) Profitability Index

The discounting factors at 10% are: .909, .826, .751, .683, .621.

**P.T.O.**

- Q.7** Ram Ltd., sells its products on a gross profit of 18% on sales. The following information is extracted from its annual accounts for the current year ended on 31<sup>st</sup> March, 2017. [20]

	₹
Sales at 3 months credit	70,00,000
Raw materials	11,00,000
Wages paid-average time lag 15 days	10,60,000
Manufacturing expenses paid-one month in arrears	20,00,000
Administrative expenses paid-one month in arrears	7,80,000
Sales promotion expenses payable half year in advance	3,00,000

The company enjoys one month's credit from the suppliers of raw materials and maintains a 2 months stock of raw materials and one and half month's stock of finished goods. The cash balance is maintained at ₹ 1,80,000 as a precautionary measure. Assuming a 10% margin, find out the working capital requirements of the company.

- Q.8** Assuming that a company pays income-tax @ 30%, calculate the after-tax cost of capital in the following cases: [20]

- a) A 9.5% preference share sold at par redeemable after 5 years.
- b) A perpetual bond with 8.5% rate of interest.
- c) A ten years 10% ₹ 1,000 debenture sold at ₹ 950 less 4% underwriting commission.
- d) A preference shares sold at ₹ 100 with 9% dividend and redemption price of ₹ 105 and redemption period of 6 years.
- e) An ordinary share selling at a market price of ₹ 130 and current dividend of ₹ 11 per share which is expected to grow at 6%.

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**B.B.A. SEM – III (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: MANAGEMENT INFORMATION SYSTEM**

Day : **Friday**  
Date : **17/11/2017**

**W-2017-1527**

Time : **02.00 PM TO 05.00 PM**  
Max.Marks:100

**N.B.**

- 1) Answer any **FOUR** questions from Section-I and any **TWO** questions from Section-II
- 2) Figures to the right indicate **FULL** marks.
- 3) Both the sections should be written in **SEPARATE** answer book.
- 4) Draw neat labeled diagram **WHEREVER** necessary.
- 5) Assume suitable data if necessary.

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**SECTION-I**

- Q.1** Explain the term Internet, which is the tool for management for the new Information technology comment. **(15)**
- Q.2** What do you mean by Information? Why we should maintain the quality of Information? **(15)**
- Q.3** Explain structure of MIS based on management activities and functions. **(15)**
- Q.4** What is Cyber Law? Explain the Cyber-crimes and their protection by IT Act-2000. **(15)**
- Q.5** Explain Knowledge Management System Life Cycle in detail. **(15)**

**SECTION-II**

- Q.6** What is Biometrics Techniques? Explain IRIS and finger print. **(20)**
- Q.7** What type of Information is required for Inventory Control System in a Manufacturing Industry? **(20)**
- Q.8** Explain with example information requirements for Marketing functional area. **(20)**

**B.B.A. SEM – III (2015 CBCS COURSE) : WINTER - 2017****SUBJECT: BUSINESS STATISTICS-II**

**Day:** Monday  
**Date:** 20/11/2017

**W-2017-1528**

**Time:** 02.00 PM TO 05.00 PM  
**Max. Marks:** 100

**N.B:**

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.
- 4) Use of Non-programmable **CALCULATOR** is allowed.

**SECTION-I**

**Q.1** Explain in detail different criteria for decision making. (15)

- Q.2** a) The odds that A speaks the truth is 3:2 and the odds that B speaks the truth is 5:3. In what percentage of cases are they likely to contradict each other on an identical point? (07)
- b) Given the following data: (08)

	Adv.Exp. (X) (Rs.Lakhs)	Sales (Y) (Rs. Lakhs)
Arithmetic Mean	10	90
Standard Deviation	3	12
Correlation Coefficient	0.8	

Find the likely sales when advertisement budget is Rs. 15 lakhs.

- Q.3** What does it mean by an attribute?  
In a sample of 500 children, 200 came from higher income group and remaining from lower income group. The number of delinquent children in these groups respectively was 25 and 100.  
Calculate Coefficient of Association between delinquency and income group.  
Interpret the result. (15)
- Q.4** Define correlation in bivariate data. Also find the coefficient of determination between the sales and expenses from the data given below: (15)

Firm	1	2	3	4	5	6	7	8	9
Sales (Rs. Lakhs)	50	55	60	65	65	60	62	50	67
Expenses (Rs. Lakhs)	11	14	16	16	15	13	12	17	13

- Q.5** a) Eight coins are tossed simultaneously. Find the probability of obtaining (07)
- i) at most 3 heads ii) Exactly 4 tails
- b) What is the probability that a leap year selected randomly will contain 53 Sundays. (08)

- Q.6** How Bayes' theorem is applied in probability? Three machines A, B and C produce respectively 50%, 30% and 20 % of the total number of items of a factory. The percentage of defective outputs of these machines are respectively 3%, 4% and 5%. If an item is selected randomly, what is the probability that it is defective? (15)

**Q.7** Write short notes on **ANY THREE** of the following: **(15)**

- a) Scatter diagrams
- b) Association of attributes
- c) Coefficient of determination
- d) Types of events
- e) Binomial distribution and its real life applications

### SECTION-II

**Q.8** What are the applications of Correlation? Also compute the rank coefficient of Correlation using the following data. Hence interpret the result. **(20)**

X	12	17	18	19	27	25	27	12	17	16
Y	30	36	35	41	43	33	37	29	34	36

**Q.9** Assume that the test scores from a college admissions test are normally distributed with a mean of 450 and a standard deviation of 100. **(20)**

- i) What percentage of the people taking the test score are between 400 and 500.
- ii) Suppose someone received a score of 630. What percentage of people taking the test score better? What percentage score worse?
- iii) If a particular university will not admit any one scoring below 480, what percentage of the persons taking the test would be acceptable to the university?

**Q.10 a)** Compute the regression equations using the method of least squares. Hence estimate i) X given Y = 9 and ii) Y given X = 8 **(10)**

X	1	2	3	4	5
Y	2	5	3	8	7

- b)** A study showed that 65 percent of managers had some business education and 50 percent had some engineering education. Furthermore, 20 percent of the managers had some business education but no engineering education. What is the probability that the manager has some business education, given that he has some engineering education? **(10)**